











GOAL

Relatively broad statement describing the direction or aspiration of a program

GOAL

**Provides the
CONTEXT for the
objectives that follow**

Elements of Goals

Key Element	Attribute
Overall Wildlife Target	Species Diversity
	Species Richness
	Productivity of Species
Descriptor	Restore
	Maintain
	Enhance
	Provide

Elements of Goals

Key Elements	Attributes
Specific Target	Maximum
	Natural
	Existing
Habitat Description	Period of Time
	Tallgrass Prairie
	Managed Wetlands
	Steppe

Elements of Goals

Key Element	Attributes
Geographic Area	Refuge, Management Unit PIF Physiographic Area

GOAL

Example

Maintain or enhance the current populations of high priority breeding birds in the Intermountain West Physiographic Region

GOAL

Example

Assess population status and trends of overwintering bird species in southeastern Arizona

Objective

Ideally allows an unbiased, quantitative evaluation of whether or not the objective has been achieved

Objective

Describes a specific, desired outcome

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

Ideally allows an unbiased, quantitative evaluation of whether or not the objective has been achieved

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

- Stand alone statement
- Absolutely clear

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

- Firm foundation
- Scientific support

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

- Achievable

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

- Hierarchical in nature
- Tied to program goal

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

- Quantitative
- Unbiased measurement

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

- Target of management or other action

“...increase the density of long-billed thrashers by 10%...”

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable

What

Who

Where

When

Why

- Organizational unit that will implement action

“Motacilla Refuge will...”

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable

What

Who

Where

When

Why

- Spatial boundaries of proposed action

“...within the East Mountain Management Unit...”

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable

What

Who

Where

When

Why

- Timeframe for implementing or completing action

“...by 2004...”

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

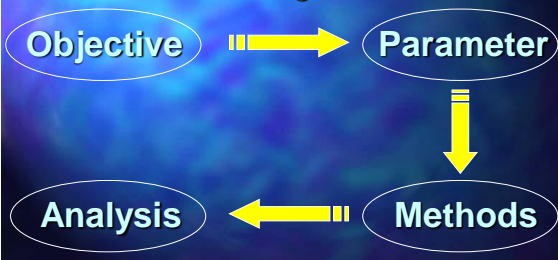
- Offers a brief rationale for action
 - Not always necessary
- “...to meet the goals of the National Landbird Management Plan...”

Objective

Unambiguous
Logical
Realistic
Program goals
Measurable
What
Who
Where
When
Why

“Motacilla Refuge will increase the density of long-billed thrashers by 10% within the East Mountain Management Unit by 2004 to meet the goals of the National Landbird Management Plan”

The words contained within an objective dictate nearly every facet of the subsequent assessment or monitoring action



Objective

Example

When

Who

Where

For each of the next five years (2003-2007), Canyon Park staff will establish a survey capable of detecting annual population changes as little as 10% for curved-billed thrashers nesting in the Big Sky Management Unit as part of the regional recovery plan for this species

What

Why

You make the call...

Objective

Who

What

When

Where

[Why]

In 2005, the Idaho National Wildlife Refuge will establish and maintain habitat to sustain 55 breeding pairs of western tanagers, a long-distance Neotropical migratory species.

You make the call...

Objective

Who

What

When

Where

[Why]

By 2008, implement surveys for landbirds overwintering within the Arizona Desert Management Unit.

You make the call...

Objective

During the next 10 years,
assess the status and trends
of Neotropical migratory
birds in the Great Basin
Physiographic Region.

Who

What

When

Where

[Why]

You make the call...

Objective

By 2014, restore 50–100 acres of
dense (40–100%) willow in
patches >0.5 acre and 20 m wide
in the central third of the Illinois
River, to connect existing willow
patches to benefit nesting
Neotropical migratory songbirds
(yellow warbler and willow
flycatcher) and moose, river otter,
and beaver.

Who

What

When

Where

[Why]

Development of sound objectives
is an important component of...

Accountability

Credible management actions

Effective conservation programs
